

STAFFORD COUNTY SCHOOL BOARD

Agenda Consideration

TOPIC: School/Facility Main
Marquee-Sign Guidelines

ITEM NO.: 13D

PREPARED BY: Scott Horan,
Executive Director
Planning & Construction

MEETING: September 13, 2005
ACTION DATE: September 13, 2005

Andre' A. Nougaret,
Assistant Superintendent
for Support Services

ACTION REQUESTED BY THE SUPERINTENDENT: That the School Board consider and approve the proposed guidelines for school/facility main marquee-signage, approve master plan for electronic marquee locations and review/approve the approval process for signs to be funded by others.

KEY POINTS:

1. In an effort to standardize the School District's school and facility main marquee-signage, an informational briefing on school/facility signage was presented to the School Board during the July 22-23 retreat. As a result of that briefing, the School Board requested that a guideline with options be presented to the School Board for consideration and/or approval.
2. Existing school and facility main marquee/signage consists of a variety of types, materials and standards including nothing, wood, granite with brick, and metal. Some signage has manual messaging capability but most do not. New schools now include a school main marquee/sign as part of the construction effort, however the type of sign has not been standardized.
3. Staff conducted a survey of existing principals/assistant principals to obtain feedback from school administrators on what they felt were important features and requirements that school main marquees/signage should have. The vast majority wanted some type of messaging capability and liked the idea of having an electronic messaging sign. Most wanted a sign that looked good, was architecturally compatible with the school and was lighted at night.
4. Guidelines (attached):
 - a. Includes non-messaging, manual and electronic messaging marquees/signage.
 - b. Provides direction on retrofitting older signs that do not meet standards.
 - c. Provides direction in dealing with request from schools wanting to install signage with funding from others (Booster/PTA/PTOs).

5. Electronic Marquee/Signage Master Plan:

- a. Recommended locations for electronic marquees
 - i. Strategic locations throughout the county on major transportation routes (Rt 1 – School Board Office; Rt 610 – NSHS; Courthouse Road – CFHS; Rt 1 – DMS, Deacon Road – MS2006).
 - ii. Allows for critical real-time school board and school information to be presented to the community
- b. Currently the only electronic messaging school/facility main marquee/signage approved for the School District is for the School Board Office (AYBC). This sign will be constructed and be operational by January 2006. Several schools have requested permission to have an electronic marquee installed to either replace or supplement existing school main marquees/signage.
- c. Marquees identified in the Master Plan will be planned and budgeted for in the CIP.

SCHOOL BOARD GOAL: #5 – Provide facilities that promote student learning and and community support.

#7 – Provide school environments where teachers are safe to teach and students are safe to learn

FUNDING SOURCE: Future Years Annual Operating Budgets as outlined in the CIP

AUTHORIZATION REFERENCE: Stafford County School Board Policy 4-12
 Stafford County School Board Policy 4-29